**TO:** PLA Board of Directors  
**FROM:** Angela Maycock, Manager of Continuing Education, [amaycock@ala.org](mailto:amaycock@ala.org)   
**RE:** Continuing Education  
**DATE:** March 18, 2019

**ACTION REQUESTED/INFORMATION/REPORT:** Report**ACTION REQUESTED BY:   
DRAFT OF MOTION:**  N/A

**OVERVIEW**  
This report covers PLA educational programming at the 2019 ALA Annual Conference and the PLA 2020 Conference, as well as PLA online learning.

**KEY CURRENT ACTIVITIES/METRICS**

**PLA @ ALA Annual Conference**The PLA Annual Conference Program Subcommittee selected 14 programs to present at the 2019 ALA Annual Conference in Washington, DC. They are listed below with dates and times:

|  |  |  |
| --- | --- | --- |
| **Program Title** | **Date** | **Time** |
| Food for Thought: Nourishing the Mind and Body at Public Libraries | Saturday, June 22 | 10:30 AM - 11:30 AM |
| Empowering Digital Citizens: Public Programming to Fight Fake News | Saturday, June 22 | 1:00 PM - 2:00 PM |
| Take the Lead! Librarians Can Build the Confidence to Command Leadership Roles, Drive Community Action and Equity, Advance Library Relevancy, and Win Funding for Key Projects | Saturday, June 22 | 2:30 PM - 3:30 PM |
| Code for America and Your Public Library: How to Harness the Awesome Power of the Collective Will | Saturday, June 22 | 4:00 PM - 5:00 PM |
| Civility – It's more than just being nice | Saturday, June 22 | 4:00 PM - 5:00 PM |
| Ensuring Everyone Counts (and is Counted) in the 2020 Census | Sunday, June 23 | 9:00 AM - 10:00 AM |
| Performance Acceleration: A 21st Century Evidence-Based Approach to Managing Employees | Sunday, June 23 | 9:00 AM - 10:00 AM |
| Co-Creating Library/Social Services Partnerships: A Statewide Collaboration | Sunday, June 23 | 10:30 AM - 11:30 AM |
| Building Equity From the Ground Up | Sunday, June 23 | 1:00 PM - 2:00 PM |
| Going Deskless: Moving from Fort Reference to Point-of-Need Service | Sunday, June 23 | 2:30 PM - 3:30 PM |
| Creating a Community Profile to Learn More about Your Current and Potential Patrons | Sunday, June 23 | 4:00 PM - 5:30 PM |
| Safer Libraries: Building Staff Resiliency and Library Safety Branch by Branch | Monday, June 24 | 10:30 AM - 11:30 AM |
| Libraries and the Opioid Epidemic: Community-based Responses­ | Monday, June 24 | 2:30 PM - 3:30 PM |
| XR (Augmented, Mixed and Virtual Reality) Programming in Libraries | Monday, June 24 | 4:00 PM - 5:00 PM |

In addition to these 14 programs selected by the Program Subcommittee, PLA will also offer the following three programs (not yet scheduled) for a total of 17 programs at Annual Conference:

* “Ready, Set, Bank @ Your Public Library” – cosponsored by the ALA Development Office, this program will highlight Houston and Queens Public Libraries’ work with the financial literacy program Ready, Set, Bank in partnership with Capital One
* “What Makes a Successful Conference Proposal?” – building on the success of a recent PLA webinar and evergreen interest, this program will focus on criteria, resources, and recommendations for developing strong conference proposals
* “Social Workers in Public Libraries: Lessons Learned” – public library social workers will provide an overview of trauma-informed, person-centered service to library patrons experiencing life challenges, including scenarios and appropriate responses

Finally, PLA will offer a half-day preconference titled, “Librarians and Social Workers: Partnerships that Work for Connecting People in Need” on Friday, June 21, 2019. This preconference will be led by members of the PLA Social Work Task Force in collaboration with ODLOS and YALSA, both of whom are cosponsoring this preconference in name only.

**PLA 2020 Conference**Please see PLA 2020 Conference report for details on the call for proposals, which opened on March 4, 2019.

**PLA Online Learning**Since our last update to the Board in January 2019, PLA has offered the following free webinars:

|  |  |  |
| --- | --- | --- |
| **Date** | **Title** | **Registration** |
| February 5 | Starting Small with Project Outcome | 507 |
| February 26 | “Just One Thing”: Training Staff for Community Engagement | 728 |
| March 14 | What Makes a Successful PLA Conference Proposal? | 231 |

In April, PLA will offer a series of two webinars on Cultural Intelligence, each of which will provide a PDF workbook for attendees and will require paid registration. PLA staff will evaluate the success of these webinars to help determine the role of paid webinars in future PLA online learning efforts.

**BUDGET**PLA’s full-day Midwinter Institute, “Advancing Racial Equity in Public Libraries: Normalizing, Organizing, and Operationalizing” had 68 registered attendees (well above our registration goal of 50) and a total of $9,230 in revenue.

As of March 8, PLA’s half-day preconference at ALA Annual Conference, “Librarians and Social Workers: Partnerships that Work for Connecting People in Need,” had 20 registrations for a total of $2,040 in revenue. Our expected break-even registration point is 35 and our registration goal is 50. With promotional support from ODLOS and YALSA, in addition to ALA plans to feature this preconference, we expect it to exceed these projections.

**ASSESSMENT**The response rate for PLA’s Midwinter Institute was disappointing at just over 20%, but the feedback we did receive was overwhelmingly positive. 100% of survey respondents agreed or strongly agreed with the evaluation’s core outcomes statements on learning, confidence, awareness, and intent to apply learning from the preconference. In addition, 93% of survey respondents indicated the overall quality of the preconference was excellent (the other 7% rated quality as good) and 100% indicated that the overall value of the preconference for their institution’s investment was excellent.

PLA collects evaluation data on each of its continuing education offerings, using Project Outcome-approved questions to measure attendees’ learning and confidence. PLA’s paid intern, Carly Lawrence, is currently working to aggregate evaluation data across continuing education offerings, which will help PLA better use past evaluation data to make decisions about future offerings.

**PLA STRATEGIC GOAL LINK (check all that apply)**

TRANSFORMATION  LEADERSHIP  ADV. & AWARENESS  E.D.I.S.J.  ORG. EXCELLENCE